1. Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?

Theater plays are the most popular kickstarters.  
Music has the highest success rate.  
Spring seems like the optimal time to launch a kickstarter, but there’s not a lot of support for this.

The higher your goal, the more likely you are to fail, though there is a higher likelihood of success over failure between 35K and 45K, which is interesting.

Canceled kickstarters are slightly more likely as the goal increases but otherwise seems unaffected by the goal.

1. What are some limitations of this dataset?

How much traffic the kickstarter got, clicks, views, etc.

How is success and failure defined? There are kickstarters that reach the goal but do not deliver.

We’re limited by the time range, 2012 to 2017.

1. What are some other possible tables and/or graphs that we could create?

Sub-Category by Percent Funded to see which subcategories are funded over the goal.

A 100% stacked column charts to see success rates across the Category, Sub-category and date.

A timeline of goal ranges, to see how goals have changed over time.